



PRESS RELEASE:

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Downforce Joins Clarion Builds Program and Provides Body Enhancements for the 1991 Acura NSX Project

Clarion and its Clarion Builds program partners team up to fully restore and tastefully upgrade a first-year Acura NSX with state-of-the-art electronics, performance upgrades and a more aggressive appearance

CYPRESS, Calif., Nov. 4, 2015 – [Clarion Corporation of America](#) announced today that it has brought on [Downforce](#), an innovative designer and manufacturer of custom aerodynamic body panels and accessories for motorsports and street, as a silver level sponsor of the [Clarion Builds Acura NSX project](#). Downforce will provide top-quality body panel upgrades, trim pieces and interior accessories for the project to provide the iconic car a more menacing look on the outside, while freshening up the interior and helping accommodate major electronics upgrades.

“Making a car hold the road while enhancing its appearance to look more aggressive isn’t just an art, it’s a science,” said Peter Chou, President of Downforce USA. “The NSX, while expertly designed and absolutely beautiful in its factory form, still offers plenty of room for improvement and enhancement. Over the last several years, Downforce has created a product line of very attractive aerodynamic body panels, as well as cosmetic upgrades for the interior and engine compartment of the NSX. We are thrilled to be a part of the Clarion Builds program and to be supplying our parts as part of the build of a legendary NSX.”

Clarion and its key partners for each project, including Downforce, aim to unite fans of the project and fully integrate them as a part of the program through both social and traditional media engagements. Additionally, Clarion and its partners work to encourage fan and enthusiast participation by providing detailed content highlighting every part of the build process.

“The NSX community is very unique. NSX owners are just as fanatical as owners of any other world-class super car, yet, unlike owners of Ferraris and Porsches, many NSX owners actively modify their cars instead of maintaining their originality,” said Allen H. Gharapetian, Vice President of Marketing and Product Planning for Clarion Corporation of America and Chief of the Clarion Builds Program. “Those who do choose to modify their NSXs demand the best. The parts must be precisely manufactured to fit perfectly and uphold the rest of the car’s legendary quality. Downforce is an ideal partner for us because they have a stellar reputation, know the NSX inside and out and build top quality products from cutting-edge materials.”

To learn out more about the program, or to follow the build of iconic classic cars, visit Clarion Builds at www.clarionbuilds.com.

Watch the latest Clarion Builds video at www.youtube.com/clarionUS

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About Downforce USA:

Downforce is an innovative manufacturer of quality custom aerodynamic automotive body products tailored to enhance a vehicle's original design. Founded in 2002, a market niche was realized for top-quality, durable carbon fiber products that ensured a proper fit for the NSX. The goal: to design and bring these products to market. Presently, Downforce is the leader in its industry for the NSX. In a rapid time-frame, "like-minded" car enthusiasts demanded innovative designs for other models. From concept to reality, Downforce has manufactured multiple products for high-end performance vehicles for the public. Downforce products are proudly made in the USA.

About Clarion Builds:

Clarion Builds is an innovative marketing program established in 2014, initiated by Clarion Corporation of America to tackle unique restoration projects of iconic cars and trucks in cooperation with key partners, hand-selected for each individual project. The program is designed to connect with new and existing fans that are car enthusiasts, automotive sports fans, journalists, historians, and anyone with an interest in design and style, through a mix of social and traditional media.